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July 15, 2008

TO: Members of the MAG Population Technical Advisory Committee

FROM: George Pettit, Gilbert, Chair

SUBJECT: TRANSMITTAL OF MEETING NOTICE AND TENTATIVE AGENDA

Tuesday, July 22, 2008 - 10:00 a.m.
MAG Office, Suite 200, Saguaro Room
302 North 1st Avenue, Phoenix

A meeting of the MAG Population Technical Advisory Committee (POPTAC) will be held at the time and place noted above.

Members of the POPTAC may attend either in person, by telephone conference call or by videoconference. If you are attending by audio or videoconference, you must make arrangements with Steve Gross at MAG and your site coordinator by the Friday prior to the meeting.

If you are driving, please park in the garage under the building. Bring your ticket to the meeting and parking will be validated. For those using transit, the RPTA will provide transit tickets for your trip. For those using bicycles, please lock your bicycle in the bike rack in the garage.

Pursuant to Title II of the Americans with Disabilities Act (ADA), MAG does not discriminate on the basis of disability in admissions to or participation in its public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting Heidi Pahl at the MAG office. Requests should be made as early as possible to allow time to arrange the accommodation.

Please be advised that under procedures approved by the MAG Regional Council on June 26, 1996, all MAG committees need to have a quorum to conduct business. A quorum is a simple majority of the membership or 14 people for the MAG POPTAC. If you are unable to attend the meeting, please make arrangements for a proxy from your jurisdiction to represent you. If you have any questions or need additional information, please contact Heidi Pahl at (602) 254-6300.

TENTATIVE AGENDA

COMMITTEE ACTION REQUESTED

1. Call to Order

2. Call to the Audience

An opportunity will be provided to members of the public to address the MAG POPTAC on items not scheduled on the agenda that fall under the jurisdiction of MAG, or on items on the agenda for discussion but not for action. Members of the public will be requested to limit their comments to three minutes. A total of 15 minutes will be provided for this agenda item, unless the Chair of the POPTAC provides for an exception to this limit. Those wishing to comment on action agenda items will be given an opportunity at the time the item is heard.

3. Approval of Meeting Minutes of May 27, 2008

4. Census 2010 Update

4a. 2010 Participant Statistical Areas Program

The 2010 Participant Statistical Areas Program (PSAP) provides an opportunity to provide input on revisions to Census geography including Census County Divisions, Census Designated Places, Census Tracts, and Block Groups. MAG will be coordinating the Statistical Areas Program and staff will be serving as a liaison between MAG member agencies and the Census Bureau.

At the May 2008 meeting of the MAG POPTAC, members approved an outline of the roles/responsibilities of the various entities involved in PSAP. Since that meeting, MAG staff has been working on a draft MAG and MAG member agency PSAP process and schedule.

The Chair of the MAG Adhoc POPTAC, Denver Census Bureau geography staff, and MAG staff met to review census tract and block group

2. For information.

3. For information, discussion and approval of the minutes of May 27, 2008.

4a. For information, discussion and possible action to use the recommended guidelines in the table on page 1 of Attachment One to create block groups and census tracts as close to the optimum population as possible for the Census 2010 PSAP.

analyses, and reach agreement on renumbering tracts and boundary changes. A status report will be provided.

In order to receive statistically relevant Census and American Community Survey data, Committee members will be requested to approve recommended guidelines for census tract and block group optimum population. Please see Attachment One.

4b. Census Complete Count Committee

MAG staff is creating a draft template for a proclamation/resolution supporting the Census Bureau's Census 2010 efforts. POPTAC members will be requested to review the proclamation in the near future.

For Census 2000, Phoenix coordinated the census advertising for print and broadcast media organizations, while MAG member agencies assisted with the funding. To help understand the amount of funds needed for a targeted 2010 local media campaign, cities and towns are asked to forward any information regarding Census 2000 media budgets to MAG.

All member agencies are encouraged to establish complete count committees to increase the questionnaire mail-back response rate through focused, structured, neighbor-to-neighbor programs. An update will be provided.

4c. Recruitment

Beginning in October 2008, the Census Bureau will open an Early Local Census Office (ELCO) in central Phoenix. The Census Bureau needs MAG and member agency help recruiting for six management positions for this ELCO. Please see Attachment Two.

4d. Miscellaneous Census Items

The Census Bureau is working on aspects of the 2010 Census schedule, community participation and outreach, and data dissemination. MAG staff is monitoring and working with the Census Bureau to ensure MAG member agencies are

4b. For information and discussion.

4c. For information and discussion.

4d. For information and discussion.

aware of and meet any deadlines to ensure an accurate and complete count. Please see Attachment Three for a draft Census 2010 timeline. MAG staff and POPTAC members will be given the opportunity to provide brief updates and announcements.

5. Data Collection for Census Bureau Population Estimates

The U.S. Census Bureau produces state, county, and place estimates, released in December, March and June respectively. These estimates are used within various federal programs to determine need and funding. These estimates differ from the State of Arizona and MAG estimates due to data and methodology differences. One of the principal data sources for Census annual population estimates is building permits.

MAG is taking steps to develop an awareness and understanding of the building permit data provided to the Census Bureau for these estimates, as well as to compare the data with those used for MAG population estimates. The information, provided to the Census Bureau on Form C-404, reports privately-owned residential building permits issued. MAG wants to ensure the Census Bureau has complete information from all member agencies for its estimates process. A status report will be provided.

6. Data Collection for Preparation of July 1, 2008 Resident Population Updates

MAG has requested member agencies to provide annexations adopted between April 1 to June 30th 2008, residential completions through June 30, 2008 and population in group quarters. Data is due in July, and will be used by the Arizona Department of Commerce in their July 1, 2008 resident population updates.

MAG has forwarded to you forms for providing updated information on annexations and group quarters. A status report will be provided.

7. Data Collection Efforts and Timeline

5. For information and discussion.

6. For information and discussion.

7. For information and discussion.

Ongoing data collection efforts include land use information such as General Plan amendments and development projects. The land use data collected are used in preparing socioeconomic projections and conducting regional analysis. MAG will be sending POPTAC members, their jurisdictions total number of land use documents received by MAG from January 1, 2008 to June 30, 2008. A schedule for the collection of data for the next 6 months is included in Attachment Four. Also, MAG will be requesting public employment information from each jurisdiction to enhance the MAG Employer Database. A status report will be provided.

8. Regional Updates

MAG POPTAC members and MAG staff will have the opportunity to provide an update on development within their jurisdiction, amendments to general plans and any special projects.

9. Next Meeting of MAG POPTAC

The next meeting of the MAG POPTAC is scheduled for Tuesday, August 26, 2008 at 10:00 a.m.

8. For information and discussion.

9. For information and discussion.

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

May 27, 2008
MAG Office, Saguaro Room
302 North 1st Ave, Phoenix

MEMBERS IN ATTENDANCE

George Pettit, Gilbert, Chairman
*Bryant Powell, Apache Junction
John Vater, Avondale
A-Brian Rose, Buckeye
*Gary Neiss, Carefree
*Usama Abujbarah, Cave Creek
Jason Crampton for David de la Torre, Chandler
*Mark Smith, El Mirage
Gene Schlecta for Fountain Hills
*Terry Yergan, Gila River Indian Community
Thomas Ritz, Glendale
Katie Wilken, Goodyear
Mark Johnson, Guadalupe
A-Sonny Culbreth, Litchfield Park

*Matt Holm, Maricopa County
Wahid Alam, Mesa
A-Molly Hood, Paradise Valley
Ed Boik for Peoria
Tim Tilton, Phoenix
Dave Williams for Queen Creek
Ruben Guerrero for Bryan Meyers, Salt River Pima-
Maricopa Indian Community
Harry Higgins, Scottsdale
Janice See, Surprise
Sherri Lesser for Lisa Collins, Tempe
A-Steve Boyle for Wickenburg
*Ann McCracken, Valley Metro
*Vince Micallef, Youngtown

* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Jack Tomasik, CAAG
Angela Gotto, CAAG
Randy Simms, CAAG
Jane Poston, Chandler
Howard Ward, Terra Systems SW
Cathy Illian, Census Bureau
Mark Hellfritz, Census Bureau
Jerry O'Donnell, Census Bureau
Angel Roche, Census Bureau
Laura Cummings, Census Bureau
Kelly Taft, MAG

Carlos Jurado, MAG
Heidi Pahl, MAG
Jason Howard, MAG
Rita Walton, MAG
Max Enterline, Phoenix
Tammy Perkins, Phoenix
Shawny Ekadis, Queen Creek
Marnie Schubert, Queen Creek
Jim Chang, School Facilities Board
Vamshee, Surprise

1. Call to Order

The meeting was called to order at 10:00 a.m. by Chair George Pettit.

2. Call to the Audience

No comments were made by the audience.

3. Approval of Meeting Minutes of April 22, 2008

Harry Higgins moved, Tim Tilton seconded and it was unanimously recommended to approve the meeting minutes of April 22, 2008.

4. On the Road to the 2010 Census

Cathy Illian, Regional Director of the Denver Regional Office of the U.S. Census Bureau, gave a presentation on the road to the 2010 Census. This presentation signaled the beginning of a concentrated outreach campaign to partner with local officials, community leaders and businesses to ensure an accurate count of the population in 2010. Several other census staff from the Denver Regional Office and Tucson attended.

Ms. Illian discussed how census data are used, the differences from the 2000 Census and the 2010 Census, the American Community Survey (ACS), a timeline of key activities, geographic programs, the role of the partnership specialists, and complete count committees. She distributed several promotional materials including a sample questionnaire.

Howard Ward asked how the Census Bureau will handle the homeless population for the 2010 Census. Cathy Illian replied that group quarters (GQ) operations are divided to count components of the homeless population.

Katie Wilken asked if the Census Bureau had a sample proclamation. Cathy Illian replied yes, that she would send a sample to Heidi Pahl.

Kelly Taft asked if the Census Bureau thinks there is a higher level of fear due to immigration issues that affect Arizona in particular due to its proximity to the Mexico/U.S. border. Cathy Illian responded yes, she thinks there is a higher level of fear and that the issue will be challenging. She explained that the Census Bureau hired several Partnership Specialists to help combat the issue of fear in filling out the census form and sending it to the Bureau. Ms. Illian noted that the Census 2010 questionnaire does not ask for citizenship.

Wahid Alam asked if anything special was going to be done for the seasonal population. Cathy Illian responded that the Census Bureau uses whatever the respondent states on their Census form. She noted that if the respondent says that they were living in Arizona on April 1st and they live in Arizona more than 50 percent of the time, yet they claim another state as their home, the Census Bureau takes their word for it.

Jason Crampton asked if the Census 2010 data will be available at the census tract level. Cathy Illian responded yes and it will also be available at the block group level.

Thomas Ritz asked if the Census Bureau will be tracking or keeping a record of seasonal residents. Cathy Illian replied no, they are counted as a vacant unit; vacant seasonal unit.

George Pettit stated that the Census Bureau's results affect how State funds are distributed. He added that for that reason, the MAG member agencies may be a more cooperative partner than other areas of the US.

5. Census 2010 Participant Statistical Areas Program

Tim Tilton said the 2010 Participant Statistical Areas Program (PSAP) provides an opportunity to revise Census geography including census tracts, and block groups. He said MAG is coordinating the PSAP and will be serving as a liaison between member agencies and the Census Bureau.

Tim Tilton said the MAG Adhoc POPTAC reviewed Attachment One and recommended approval of the PSAP roles and responsibilities for member agencies, MAG POPTAC, MAG Adhoc POPTAC, MAG staff and Census Bureau. He emphasized the importance of each member agency being responsible for submitting to MAG their changes to block groups and census tracts and that it is incumbent on member agencies to make these changes. Tim Tilton moved to approve the PSAP roles and responsibilities, Harry Higgins seconded the motion, and the motion passed unanimously.

Tim Tilton said that MAG staff will be meeting in person with Census Bureau staff and himself to discuss boundary and numbering changes, previously discussed at POPTAC, to ensure a consistent and uniform approach for the PSAP.

6. Data Collection for Preparation of July 1, 2008 Arizona Department of Commerce Resident Population Updates

Heidi Pahl noted that MAG submitted to the Arizona Department of Commerce (ADOC), annexations adopted between July 1, 2007 and March 31, 2008 for use in their July 1, 2008 resident population estimates. She thanked everyone for assisting with the data collection of the annexations. Heidi Pahl reported that ADOC will request further data from MAG in the near future. She said annexations adopted between April 1 to June 30, 2008, residential completions through June 30, 2008 and population in group quarters will all be due by the end of July, 2008. She said as soon as the ADOC sends instructions to MAG on when and how they want that done, she will then request this information from the appropriate contact at each member agency.

7. Regional Updates

Rita Walton introduced Hanyi Li, the new Modeling Analyst II in the MAG Information Services Division. Ms. Walton discussed the Regional Economist position, previously held by Jeff Romine and noted that the position has been modified to a Socioeconomic Research and Analysis Program Manager.

Dave Williams mentioned that the Town of Queen Creek General Plan was approved by Council and going to the voters in the Fall 2008.

Tim Tilton noted that Phoenix Parks and Preserves Initiative was approved by 83% of the voters on May 20, 2008. It continues the 1/10 of one percent sales tax for the next 30 years to provide dedicated funding source to preserve Phoenix Sonoran deserts and construct and renovate the city's regional and neighborhood parks.

Brian Rose announced that the Town of Buckeye General Plan was ratified by the voters with an overwhelming 82 percent yes vote.

11. Next Meeting of MAG POPTAC

George Pettit said the next meeting of the MAG POPTAC is scheduled for Tuesday, June 24, 2008 at 10:00 a.m. The meeting adjourned at 10:42 a.m.